



Energy Efficiency Plan 2024–2031

Focusing on the future: **AFFORDABILITY, ENVIRONMENT, EQUITY**

Guided by our core purpose of delivering for our hometowns, serving our planet, and leading with love, we have outlined an eight-year plan with comprehensive strategies to help our customers reduce energy use and save money, manage impacts of climate change, and support a clean energy future.

PG&E's 2024–2031 Energy Efficiency Plan, submitted to the California Public Utilities Commission (CPUC), proposes to **deliver \$2.1 billion worth of electric and gas system benefits to customers**. We are reaching for new heights pursuing California's clean energy goals while balancing affordability and equity.

“Our programs are focused on our triple bottom line of supporting the customers we are privileged to serve, healing the planet, and driving California's prosperity. All the initiatives outlined in the energy efficiency plan are done with one focus in mind: **to better serve our customers.**”

Aaron August

PG&E's Vice President of
Business Development and
Customer Engagement



Our vast reach

We are honored to serve **nearly 16 million people** across northern and central California with some of the nation's cleanest energy. Covering a **70,000 square mile service area**, we have approximately **5.5 million electric customer accounts** and **4.5 million natural gas customer accounts**.

To help serve the diverse needs of PG&E's customers and communities, in 2021, we established a **Regional Service Model**. PG&E's energy efficiency plan focuses on work within our regions to address customer and community specific needs.

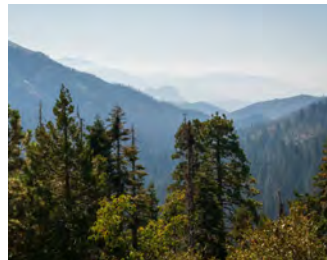


Overview

Our eight-year energy efficiency plan is guided by our vision to help **keep energy bills affordable, reduce energy demand on the grid, build customer resiliency to climate change, and advance building decarbonization in California.**

Customer service is at the core of everything we do, and we believe that we have a responsibility to build a better future for everyone whose lives we touch. Energy efficiency is integral to energy affordability and sustainability, which is why we have worked for more than four decades to support our customer efforts to reduce energy use.

Our proposal is founded on three driving principles: delivering excellent customer experiences, environmental stewardship, and being a hometown leader.



Key portfolio strategies

Offering a diverse portfolio:

Our plan is committed to offering opportunities to participate in energy efficiency programs in ways that **best suit individual, organizational and community needs**.

Meeting our customers where they are:

Our plan understands that **our customers' energy efficiency needs are highly varied** and we intend to help increase awareness of energy efficiency and energy management opportunities, deliver the right motivation to the right customers to pursue energy efficiency, and to remove barriers that can stand in the way of our customers successfully realizing their energy efficiency goals.

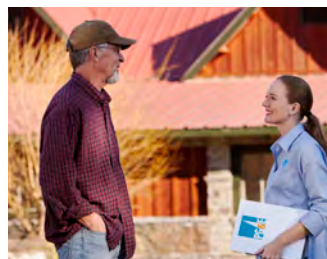
Personalized customer journeys:

Our plan will expand online customer access to information and will connect customers to technical experts who can help them create energy efficiency and decarbonization action plans. These online solutions aim to provide personalized recommendations to our customers for **planning and implementing energy efficiency and decarbonization activities**.

Supporting electrification in new and existing buildings:

Our plan understands that removing natural gas appliances from our homes and buildings requires a careful understanding of the unique situation each customer faces. We intend to pursue varied approaches to achieve building electrification based on whether the home or building is scheduled for new construction or is undergoing a retrofit.

We are further committed to thoughtfully **pursuing electrification opportunities that may yield additional benefits for underserved and disadvantaged communities**, and where we can retire existing natural gas system infrastructure and pass cost savings on to customers.



Key portfolio strategies (continued)

Decarbonization advocacy through building codes and appliance standards:

Maximizing decarbonization in homes and buildings will require overcoming significant barriers. Our plan includes **advocating for advancements in state, federal and regional regulations** that can accelerate the transition to low-carbon buildings and the use of appliances that have the greatest decarbonization potential.

Flexibility and responsiveness to grid needs:

Our programs will deploy energy efficiency technologies that **help customers align when they use energy** with the evolving characteristics of a more renewable grid—continuing to provide our customers with safe, reliable, affordable and—clean energy.

Contribute to cost saving resiliency solutions for our customers:

Our plan will leverage the benefits of energy efficiency to increase customer resiliency. When incorporated into the scope of a community resiliency solution such as a micro-grid, energy efficiency may be able to **deliver cost savings to individual participants and ultimately to all customers.**



Read the **Energy Efficiency 2024-2031 Business Plan**

To find out more about the **Energy Efficiency Programs available today** visit [pge.com](https://www.pge.com).

